

AMENDMENTS TO THE CLAIMS

1-40. (Cancelled)

41. (New) A method of programming a media-based device over a network, the method comprising:

displaying information for a broadcast program on a first website using a client, wherein the information comprises a link;

receiving a selection of the link using the client; and

in response to the selection of the link, generating a command including the information for the broadcast program and information about the media-based device;

sending the command to a server; and

the server processing the command to program the media-based device to record the broadcast program.

42. (New) The method according to claim 41, wherein the information about the media-based device comprises a unit serial number for the media-based device.

43. (New) The method according to claim 41, wherein the selection of the link utilizes one click on the link.

44. (New) The method according to claim 41, further comprising:

allowing a second website to monitor a count of a number of times the link is selected; and

enabling the second website to periodically collect revenue from the first website based on the count.

45. (New) The method according to claim 44, wherein the revenue comprises a percentage of advertising revenue associated with the information about the broadcast program.

46. (New) The method according to claim 41, wherein the media-based device comprises a video replay system.

47. (New) The method according to claim 41, wherein processing selection of the advertisement comprises:

identifying a user selecting the link; and
authenticating the user.

48. (New) The method according to claim 47, wherein identifying the user selecting the link comprises:

identifying a cookie associated with the user; and
enabling the cookie to be forwarded to the media-based device.

49. (New) The method according to claim 48, wherein the cookie is extracted from the client.

50. (New) The method according to claim 48, wherein the cookie is extracted from a computer hosting the first website.

51. (New) The method according to claim 47, wherein identifying the user selecting the link comprises:

- enabling linking of the first website to a second website;
- allowing navigation to the second website; and
- in response, the second website prompting for identification data.

52. (New) The method according to claim 47, wherein identifying the user selecting the link comprises:

- enabling determination of partner identification information associated with the first website.

53. (New) The method according to claim 41, wherein processing the command to program the media-based device to record the broadcast program comprises:

- enabling determination of a user associated with the media-based device;
- allowing navigation from the first website to a second website; and
- allowing the user to log into the second website.

54. (New) The method according to claim 41, wherein processing the command to program the media-based device to record the broadcast program comprises further comprises:

detecting whether the selection had been made previously.

55. (New) The method according to claim 41, wherein the information about the broadcast program comprises a clickable online advertisement for the broadcast program.

56. (New) The method according to claim 55, wherein the broadcast program comprises a television program.

57. (New) The method according to claim 55, wherein the broadcast program comprises a cable program.

58. (New) The method according to claim 55, wherein the broadcast program comprises a pay-per-view program.

59. (New) The method according to claim 55, wherein the broadcast program comprises a satellite-based program.

60. (New) A method of programming a media-based device to record content through a web-based application, comprising:

receiving a selection of a broadcast program;
extracting identification information associated with the media-based device and with the broadcast program;
generating a command based on the information associated with the media-based device and with the broadcast program;
sending the command to a source web service; and
the source web service processing the command to program the media-based device to record the broadcast program.

61. (New) The method according to claim 60, wherein the selection of the broadcast program utilizes one click of a control input device.

62. (New) The method according to claim 60, wherein receiving the selection of the broadcast program comprises receiving the selection via a clickable online advertisement for the broadcast program.

63. (New) The method according to claim 60, further comprising: collecting revenue based on the selection.

64. (New) The method according to claim 60, wherein the media-based device comprises a digital video recorder.

65. (New) A computer-implemented method, the method comprising:
receiving, from a client system, a selection of a broadcast program;
extracting identification information associated with a media-based device and
with the broadcast program;
generating a command based on the information associated with the media-based
device and with the broadcast program;
sending the command; and
processing the command to invoke the media-based device to record the broadcast
program, wherein the media-based device is remotely located at a different physical
location from the client system.

66. (New) The method according to claim 65, wherein the selection of the
broadcast program utilizes one click of a control input device.

67. (New) The method according to claim 65, wherein receiving the selection of
the broadcast program comprises receiving the selection via a clickable online
advertisement for the broadcast program.

68. (New) The method according to claim 65, further comprising: collecting
revenue based on the selection.

69. (New) The method according to claim 65, wherein the media-based device comprises a digital video recorder.

70. (New) A method for programming a media-based device, comprising:
receiving a command at a server, the command comprising information about the media-based device, and information for a user; and
the server processing the command at least to: (i) authenticate the user based on the information for the user and (ii) program the media-based device based on the information about the media-based device.

71. (New) The method according to claim 70, wherein receiving the command comprises receiving the command based on a selection of a link.

72. (New) The method according to claim 70, wherein the information about the media-based device comprises information for a broadcast program.

73. (New) The method according to claim 70, wherein the media-based device comprises a digital video recorder.

74. (New) A system, comprising:
a client side system enabled to allow selection of a link for a broadcast program,
and

a server side system enabled to process a command generated in response to the selection to program a media-based device to record the broadcast program, wherein the command comprises information for the broadcast program and information about the media-based device.

75. (New) The system of claim 74, wherein the media-based device comprises a digital video recorder.

76. (New) A browser program product stored on a computer readable medium and adapted to perform operations comprising:

displaying information for a broadcast program on a website, wherein the information comprises a link;

receiving a selection of the link;

in response to the selection of the link, generating a command including the information for the broadcast program and information about the media-based device;
and

sending the command.

77. (New) The browser program product according to claim 76, wherein the media-based device comprises a digital video recorder.

78. (New) A computer server program product stored on a computer readable medium, and adapted to perform operations comprising:

- receiving a selection of a broadcast program;
- extracting information associated with a media-based device and with the broadcast program;
- generating a command that includes the information associated with the media-based device and with the broadcast program;
- sending the command; and
- processing the command to invoke the media-based device to record the broadcast program.

79. (New) The computer server program product according to claim 78, wherein the media-based device comprises a digital video recorder.

80. (New) The computer server program product according to claim 78, wherein receiving the selection of the broadcast program comprises receiving the selection via a clickable online advertisement for the broadcast program.